

### Remark

Applicants respectfully request reconsideration of this application as amended.

Claims 3, 33, 38, 52, 69 and 81 have been amended. Claims 70 and 82 have been cancelled.

Claims 93-98 are new. Therefore, claims 1-69, 70-81 and 82-98 are present for examination.

### Allowable Subject Matter

The Examiner has indicated that Claims 20, 21, 78, 79, 90 and 91 would be allowable if rewritten in independent form. The claims have been so rewritten and appear in the present amendment as new Claims 93-98, respectively. These new independent claims are believed to be in condition for allowance.

### 35 U.S.C. §102 Rejection

#### *Holman*

The Examiner has rejected all pending claims except for 20, 21, 78, 79, 90 and 91 as either anticipated by Holman, U.S. Patent No. 5,287,181 ("Holman") or rendered obvious by Holman in view of other references. Claim 1, for example, recites, "enabling selection of one of a plurality of display modes, wherein the plurality of display modes comprises a coupon mode" and "alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected." In Holman there is no suggestion of any more than one mode. The viewer is not enabled to select a coupon mode from among a plurality of different modes. In Holman, coupons are always displayed and "preferably, the [coupon] logo is not switchable to an OFF state." (11:67) Absent any teaching or suggestion of this feature in

Holman or in any of the other cited references, this rejection as well as the obviousness rejections are respectfully traversed.

Claim 5 further recites, "the plurality of display modes further comprises a non-coupon mode and a stored coupon mode." The limitations of Claim 5 further distance the present invention from Holman. The Examiner suggests that there is a non-coupon display mode in Holman for TV programming that is not advertiser supported. This suggestion ignores the recitation in claim 1 of "enabling selection." When the programming either is or is not supported by advertisers there is no opportunity for selection.

Claim 16 recites, "the stored coupon mode causes all of the coupon information for the program to be stored." There is no suggestion of such a mode in Holman. In Holman, coupons are stored only after the viewer gives the "LOAD COUPON" command. This is considered necessary to save storage space on the card. (13:24) The viewer cannot select a mode in which all coupon information is stored for possible later viewing.

Claim 16 further recites, "the stored coupon information is recalled and viewed at a time that is different from a broadcast time of the coupon information." In Holman, the coupon information is displayed when it is received. Since the coupon information is received as coded text with a particular frame there is no mechanism for storing it. It can only be reviewed later in response to the "DISPLAY LIST" command if it has already been stored due to the "LOAD COUPON" command.

Claims 30 and 50 contain limitations similar to those discussed above for Claim 1. Claims 69 and 81 have been amended using the subject matter of Claims 70 and 82, respectively, to contain limitations similar to those discussed above for Claim 1. Claims 2-29, 31-49, 51-68, 71-80, and 83-92 depend from one of claims 1, 30, 50, 69, or 81 and are

believed to be allowable therefore as well as for the specific recitations set forth in each such claim, respectively.

#### Conclusion

Applicants respectfully submit that the rejections have been overcome by the amendment and remark, and that the claims as amended are now in condition for allowance. Accordingly, Applicants respectfully request the rejections be withdrawn and the claims as amended be allowed.

#### Invitation for a Telephone Interview

The Examiner is requested to call the undersigned at (303) 740-1980 if there remains any issue with allowance of the case.

#### Request for an Extension of Time

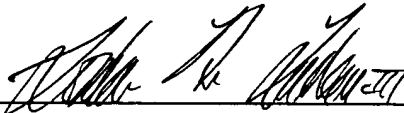
Applicants respectfully petition for an extension of time to respond to the outstanding Office Action pursuant to 37 C.F.R. § 1.136(a) should one be necessary. Please charge our Deposit Account No. 02-2666 to cover the necessary fee under 37 C.F.R. § 1.17(a) for such an extension.

**Charge our Deposit Account**

Please charge any shortage to our Deposit Account No. 02-2666.

Respectfully submitted,  
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Date: 9/4/12



Gordon R. Lindeen III  
Reg. No. 33,192

12400 Wilshire Boulevard  
7<sup>th</sup> Floor  
Los Angeles, California 90025-1026  
(303) 740-1980

Version with Markings to Show Changes Made  
Insertions are underlined, deletions are stricken.

3. (Amended) The method of claim 2, further comprising the steps of:  
providing the coupon information on at least one smart card;  
providing the at least one smart card to a viewer; and  
synchronizing the coupon information with the broadcast of a program upon receipt  
of the broadcast of a program.

33. (Amended) The system of claim 30, wherein the processor is further capable  
of controlling the system to provide electronic coupons by:  
providing the coupon information on at least one smart card;  
providing the at least one smart card to a viewer; and  
synchronizing the coupon information with the broadcast of a program upon receipt  
of the broadcast of a program.

38. (Amended) The system of claim 30, wherein the processor is further  
configured to control the system to:  
~~provide~~ providing coupon information for the at least one item;  
store selected coupon data on a removable recording medium; and  
store data corresponding to the television program on the removable recording  
medium, wherein the data corresponding to the television program comprises a program title,  
a program description, a date of airing, a time of airing, and a channel of airing.

52. (Amended) The computer readable medium of claim 51, wherein the method further comprises the steps of:

providing the coupon information on at least one smart card;  
providing the at least one smart card to a viewer; and  
synchronizing the coupon information with the broadcast of a program upon receipt of the broadcast of a program.

69. (Amended) A method for providing electronic coupons, comprising the steps of:

receiving coupon information for at least one item;  
transmitting coupon information for at least one item along with a broadcast of a program; ~~and~~  
displaying the coupon information on a display along with the broadcast of a program  
providing an alert to the viewer, wherein the viewer is alerted when the coupon  
information is available in the coupon mode;  
synchronizing the coupon information with the display of a corresponding at least one  
item during the broadcast of a program; and  
enabling selection of one of a plurality of display modes, wherein the plurality of  
display modes comprises a coupon mode.

70. (Cancelled)

81. (Amended) A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to perform 3 the steps of a method for providing electronic coupons, the method comprising the steps of:

receiving coupon information for at least one item;

transmitting coupon information for at least one item along with a broadcast of a program; ~~and~~

displaying the coupon information on a display along with the broadcast of a program

providing an alert to the viewer, wherein the viewer is alerted when the coupon information is available in the coupon mode;

synchronizing the coupon information with the display of a corresponding at least one item during the broadcast of a program; and

enabling selection of one of a plurality of display modes, wherein the plurality of display modes comprises a coupon mode.

82. (Cancelled)

93-98. (New)